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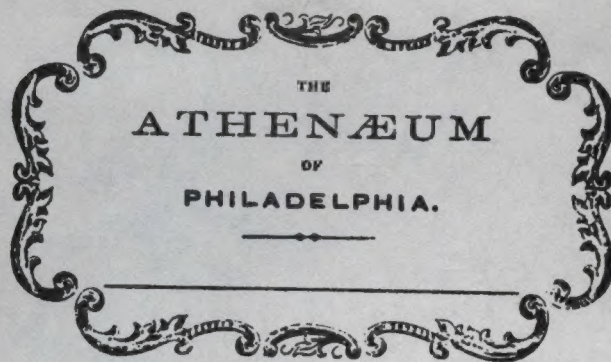


History and Development of
TOILE DE JOUY
WALLPAPERS

W.H.S. *Lloyd* CO., INC.

For Over 40 Years Importers of Good Wallpapers

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History and Development *of* **TOILE DE JOUY** **WALLPAPERS**

By WILLIAM I. TUCKER

GIVING Historical Data and showing illustrations and samples of famous Toile de Jouy wallpapers which are now reproduced abroad and imported and distributed in the United States by the W. H. S. Lloyd Co., Inc. These wallpapers can be secured from any of the Lloyd establishments or agencies or through any decorator or wallpaper dealer who handles Lloyd imported wallpapers.

W.H.S. *Lloyd* CO., INC.

For Over 40 Years Importers of Good Wallpapers

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History and Development of TOILE DE JOUY WALLPAPERS

*A*ROUND 1650 prints on cotton were brought from India by the vessels of the East India Company and also taken by caravan via the Gulf of Persia, Ispahan, Bagdad, Turkish and Asian route. They were the prettiest and finest prints made. The merchants called them Perses (Persians). The Colors were bright and the designs clear. They were, however, expensive.

In 1675 at Châtellerault there was a printer of Toiles, named Grioux. He copied the Indian designs but his products were less beautiful although being also less expensive there was a market for them. A great many establishments sprang up after 1675.

The mode was at its height from 1675 to 1680 until finally the design carried out comical and satirical effects. This change was to make not only the original Indian Toiles, but also the French manufacturers suffer, for on October 26th, 1686, Claude Lepeletier, the Comptroller General of Finances, forbade the importation of Toiles from India and also closed out all the French factories and destroyed their blocks.

This brought about a migration of artisans in this line to other countries, and establishments were started in Germany, England, Switzerland, Alsace and Portugal.

On November 9th, 1759, the edict was withdrawn and the industry started again but on purified lines.

The best known of the towns connected with this industry was Jouy, although it was not the oldest.

Several factories were in operation under government license, before 1759. One in 1745 by Jean Rodolphe Wetter at Marseilles, another by the brothers François and Thomas René Danton at Angers in 1753, and there were Louis Langevin at Nantes, in 1758, Abraham Frey at Notre Dame de Bondeville near Rouen, and various others, one of the most celebrated being Koechlin, Schmalzer and Dollfus, in 1746 in the little republic of Mulhouse, who called their factory "The Heart of Lorraine."

When freedom of manufacture was proclaimed, Christophe Philippe Oberkampf had been in France one year. He was born at Wiesenbach in Anspach (Bavaria). He was the son of a dyer who was also the son of a dyer. He had worked as an engraver with his father in Switzerland, and at Mulhouse, in the factory "The Heart of Lorraine". He then worked as a dyer in Paris with the House of Cottin. Cottin had failed twice and paid his creditors poorly. He made bad prints with inferior colors. Oberkampf improved his prints until his work was so fine that the Comptroller General of Finances at Versailles commissioned Oberkampf to form an establishment to advance the industry. He chose the town of Jouy en Josas, near Versailles on the shore of the Bièvre, and started with a very small factory, using the open ground for drying pur-

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poses. He did his printing on one table. His first piece of cloth was turned out on March 1st, 1760. He had been designer, engraver, printer and dyer.

Oberkampf invented the engraved roller for imprinting a continuous picture. His work was so excellent that his factory was immediately a success and was enlarged. In 1770 he had numerous collaborators of which his brother Frederick was one who started a large atelier to print by wooden blocks.

Huet furnished Oberkampf with designs which he applied to engraved rollers, and which made the reputation of the manufactures of Jouy. Louis XVI made Oberkampf a nobleman because of his achievement.

When the French Revolution came along Oberkampf showed his affection for his adopted country by contributing more than 150,000 francs to the state.

When Napoleon started to reorganize industry and commerce he naturally went to see the factory at Jouy and personally decorated Oberkampf.

The manufacture continued after his death in 1815, but the business ran down and in 1845 closed out.

The Toile de Jouy industry was later revived and is again taking on its former popularity. Although originally printed on cloth (Toile de Jouy means cloth of Jouy) the designs were also printed on paper with equal success. The prints on paper were for wall decoration only, while the cloths were used for dresses, bedspreads, table covers, upholstery, and wall decoration. The Toile de Jouy wallpapers are very popular at present.

The Toiles de Jouy which were designed in Oberkampf's time are the finest and purest of this type of decoration. Some appearing in this book with their original names, designers, and dates are as follows:

La Chasse au Cerf et au Sanglier (The Chase of the Stag and the Boar), 1786, now named "The Boar & Stag".

Les Délices des Quatre Saisons (The Pleasures of the Four Seasons), designed by J. B. Huet after François Boucher around 1785, now named Les Saisons (The Seasons)

Offrande à l'Amour, J. B. Huet, 1810; still bearing the same name.

The typical Oberkampf Toile de Jouy is a rather large scale design in Red, Blue or Mulberry on plain background. This book contains actual reproductions of Oberkampf's work, also adaptations such as "The Boar and Stag", which is taken from "La Chasse au Cerf et au Sanglier" on a small scale to make it appropriate for smaller rooms. The colorings have also been modernized and it is printed in various color combinations which admit of a wider decorative scheme.

Toiles de Jouy wallpapers have been very popular for the decoration of country homes, especially for the so-called Colonial type. At the height of Oberkampf's industry Toiles de Jouy were used in America and they might be said to be an authentic Colonial decoration.

Also in this collection are designs with the Toile de Jouy touch in modern subjects which are very charming. They are Mon Chapeau S'envole (My Hat Flies Away), and La Journée Orageuse (The Stormy Day). They can be used in almost any type of home.

There are also numerous old designs in this collection which are printed in new colorings such as henna, beige, green, and sepia.



LES SAISONS

(The Seasons)

VI-2001 S—Blue on cream

VI-2001 V—Mulberry on cream

VI-2001 R—Red on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





L'OFFRANDE À L'AMOUR

(The Offering to Love)

VI-2004 B—Blue on cream

VI-2004 R—Red on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





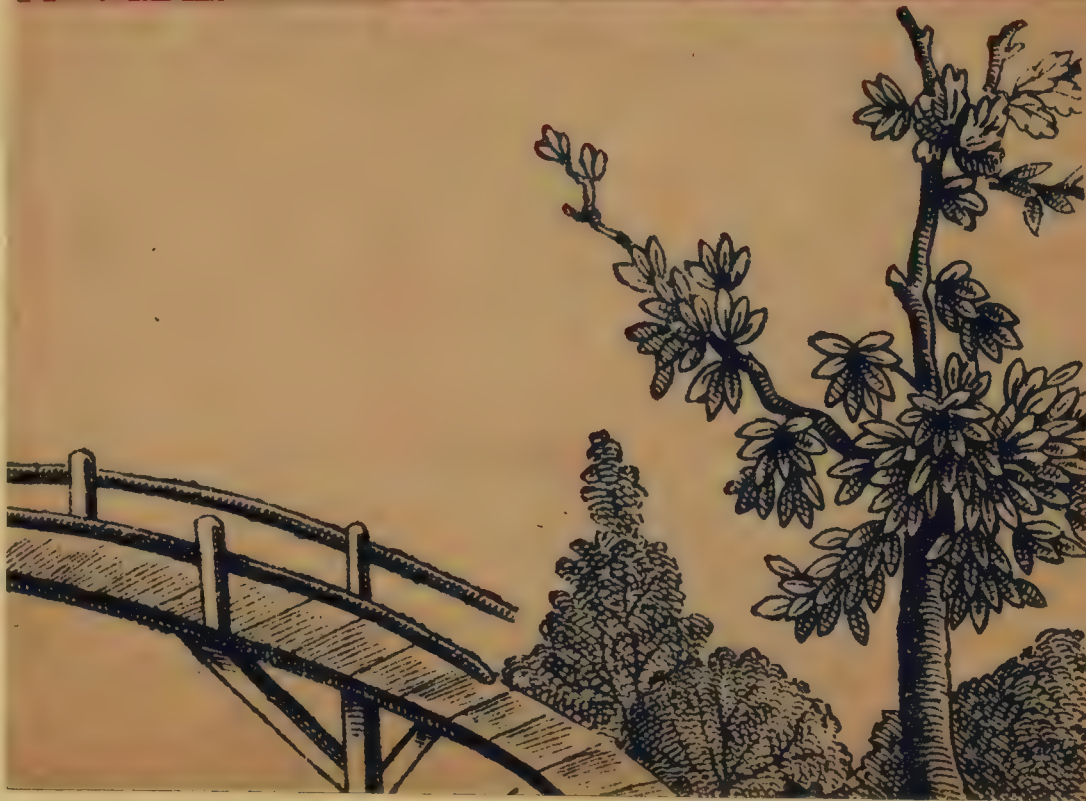
LES CONTES DE PERRAULT

(Perrault's Fairy Tales)

VI-2005 R—Red on cream

VI-2005 S—Blue on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





MARIAGE DE FIGARO

(*Marriage of Figaro*)

VI-2009 R—Red on cream

VI-2009 V—Mulberry on sand

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





PLAISIRS DE LA FERME

(Pleasures of the Farm)

VI-2011 R—Red on cream

VI-2011 S—Blue on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





CHINOISERIE KIOSQUE

(Chinese Kiosque)

VI-2014 R—Red on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





PÊCHEURS ET LAVANDIÈRES

(Fishermen and Washerwomen)

VI-2015 R—Red on cream

VI-2015 D—Henna on cream

VI-2015 V—Mulberry on cream

VI-2015 S—Blue on cream

VI-2015 Beige—Beige on gray

VI-2015 Vert.—Green on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





MON CHAPEAU S'ENVOLE (*Creation Mahias*)

(*My Hat Flies Away*)

VI-2016 R—Red on cream

VI-2016 S—Green on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





LA JOURNÉE ORAGEUSE (*Creation Mahias*)

(*The Stormy Day*)

VI-2017 S—Green on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





L'ABREUVOIR

(The Watering Place)

VI-2021 S—Blue on cream

VI-2021 V—Mulberry on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





SCÈNES POPULAIRES A ROME

(Popular Roman Scenes)

VI-2023 R—Red and orange on cream

VI-2023 V—Mulberry and orange on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





LES GONDOLIERS (*After Hubert Robert*)
(*The Gondoliers*)

VI-2048 V—Mulberry on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





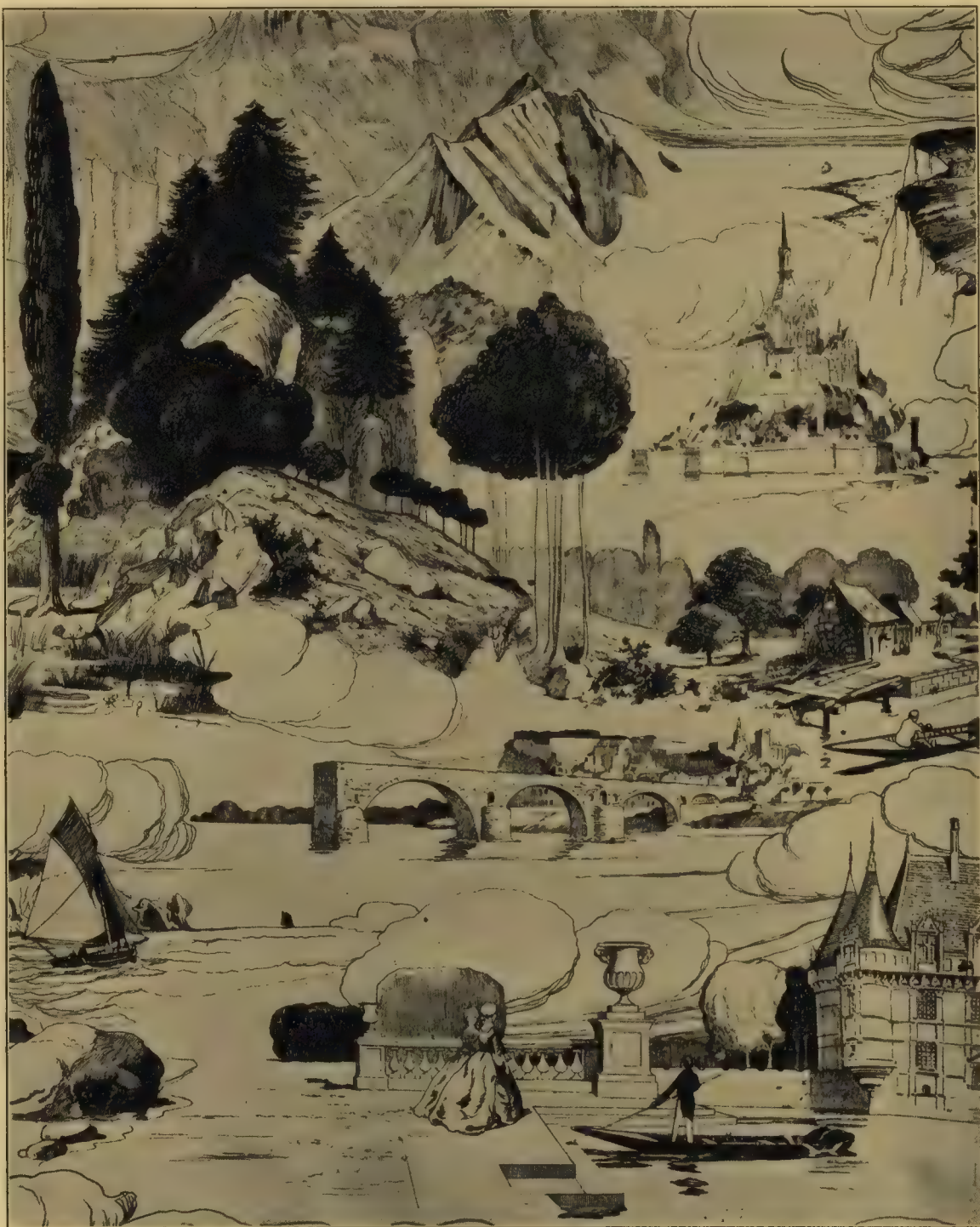
LES FABLES DE LA FONTAINE

(The Fables of La Fontaine)

VI-2052 R—Red on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".



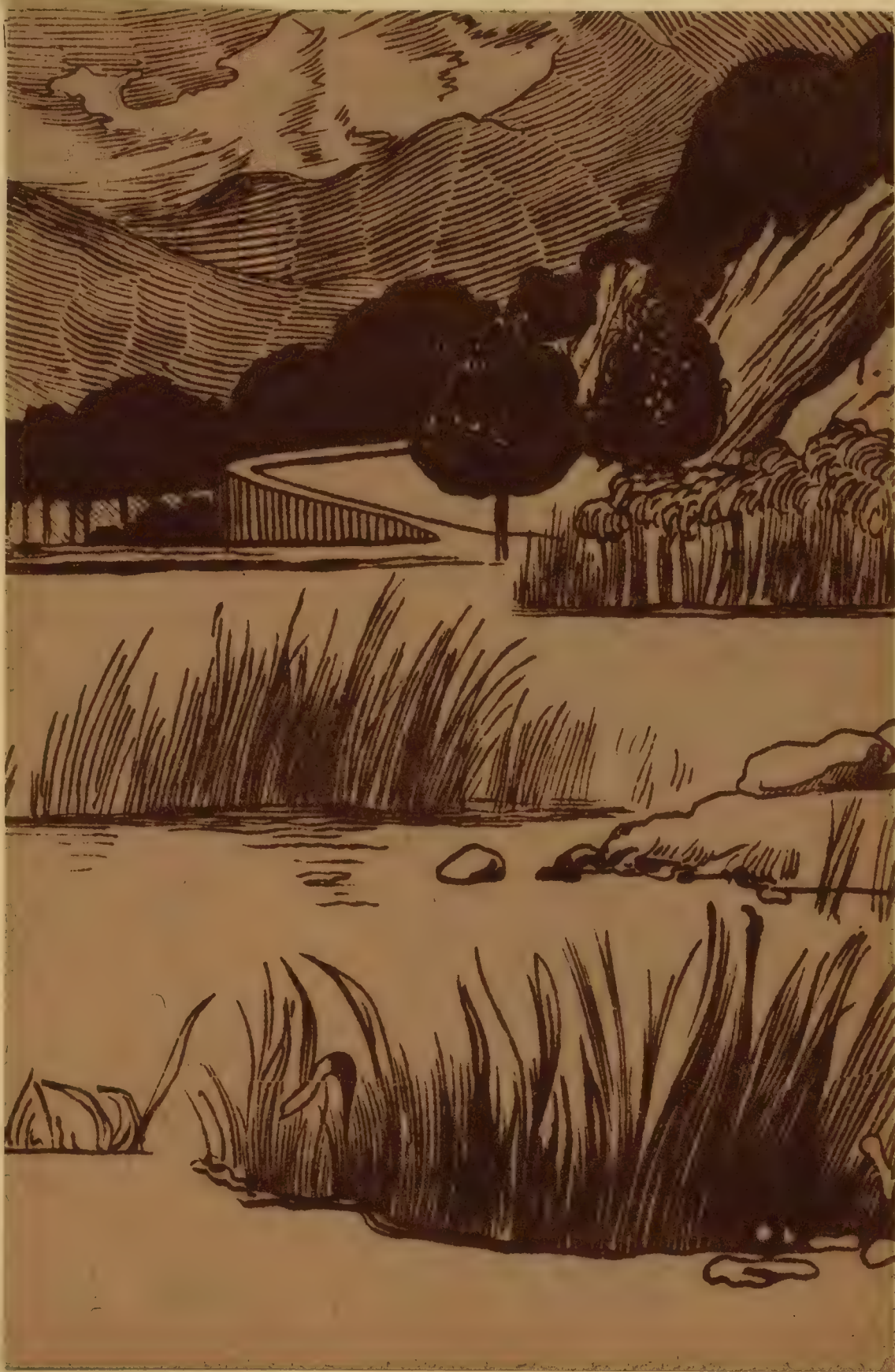


LE PAYS DE FRANCE

(The Country of France)

VI-2054 K—Henna on sand

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





LES OCCUPATIONS VILLAGEOISES (After Huet)

(The Occupations of the Villagers)

VI-2063 G—Green on Cream

VI-2063 R—Red on cream

VI-2063 D—Sepia on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





LE PORT
(The Port)

VI-2064 R—Red on cream

Price \$3.00 B per single roll, put up in double rolls 10½ meters (about 11½ yds.) by 30".





LE CERF ET LE SANGLIER (After *La Chasse au Cerf et au Sanglier*)
(The Boar and Stag)

- 46135—Green on white
- 46136—Blue on gray chambray
- 46137—Buff on yellow
- 47115—Red on cream chambray
- 47116—Sepia on cream

All priced \$2.25 B per single roll. Put up in bolts of $1\frac{1}{2}$ single rolls, $11\frac{3}{4}$ yds. by 21".





LE PALANQUIN

(The Palanquin)

46131—Amethyst on taupe chambray

47114—Pastel colors on gray chambray

\$2.70 B per single roll. Put up in bolts of $1\frac{1}{2}$ single rolls, $11\frac{3}{4}$ yards by 21 inches.





LES ENFANTS DE LA FERME

(The Farm Children)

47117—Soft green and gray on white

47118—Shades of sepia on cream ground with white chambray overprint

Price \$2.25 B per single roll. Put up in bolts of $1\frac{1}{2}$ single rolls, $11\frac{3}{4}$ yards by 21 inches.





LA BERGÈRE

(The Shepherdess)

47194—Henna on gray

47195—Bright colors on white

Price \$2.25 B per single roll. Put up in bolts of $1\frac{1}{2}$ single rolls, $11\frac{3}{4}$ yards by 21 inches.



